

# kiwigardener

GROWING WITH YOU

100%

Kiwi Gardener is a well-established specialist-interest publication available by subscription or at supermarkets, garages, convenience stores, large format stores and book stores. Every issue provides the advice that enables Kiwi gardeners to get the most out of their plants, throughout the seasons.



## GROW WITH US

- Readership – 114,000\*
- 10,000+\*\* facebook followers
- Over 6,000 EDM subscribers
- Demographic – predominately women with disposable income
  - 68% of readers are regularly active in the garden
  - 82% of readers engage with Kiwi Gardener online
  - 1/3 of readers keep their copies for more than six months
- 73% of readers say they purchase products after seeing them advertised in Kiwi Gardener

*We welcome prizes for our monthly/quarterly giveaway page or products we can give a subscriber when they buy a new subscription.*

\* CMI Magazine Toplines Q2 21 - Q1 22

\*\*as at October 12, 2021

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